



# Virginia Green Events



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## Boardwalk Art Show & Festival Virginia Beach, VA



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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

## Boardwalk Art Show & Festival

The Boardwalk Art Show is one of the oldest and best outdoor fine art shows on the Eastern seaboard, and this year will mark our 58th year. With an average attendance each year of more than 200,000, this four-day festival is one of the most popular in Virginia, attracting collectors and artists from across the nation. The show runs along the Virginia Beach boardwalk from 19th Street to 33rd Street, overlooking the sandy beach and Atlantic Ocean.

The Boardwalk Art Show works directly with artists and vendors that believe in greening events. Because this festival takes place adjacent to the Atlantic Ocean, we want to respect its beauty with green activities and practices!

The Boardwalk Art Show features a delicious Culinary Row which uses organic foods. This festival also does a lot to minimize excess waste. We will be providing reusable cups in the Beer GARTen and using unbleached paper products. Furthermore, the festival will use online media and electronic correspondence to reach out to all artists, sponsors, and guests of the show.

### Virginia Green Activities

#### This facility pledges that they:

##### Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)
- Glass bottles
- Aluminum cans

- Plastic bottles
- Paper
- Cardboard
- Other actions taken related to recycling: BWAS lends space to food vendors that are required to use recyclable service products.

### **Minimize the use of disposable food service products.**

- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area

### **Printed Materials.**

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Print all documents double-sided

### **Waste Reduction.**

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Use non-bleached napkins and coffee filters
- Avoid box lunches and service trays/platters of food instead
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment
- Other actions taken to reduce solid waste: MOCA will not use solo cups - they will provide reusable cups.

### **Green Signage.**

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Other actions taken related to green signage: Offering booth space for Virginia Green



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For more information on **Boardwalk Art Show & Festival**, see [www.virginiamoca.org/outdoor-art-shows/boardwalk-art-show](http://www.virginiamoca.org/outdoor-art-shows/boardwalk-art-show) or contact Jayna McGehee at [events@VirginiaMOCA.org](mailto:events@VirginiaMOCA.org) or 757-425-0000.

For more information on the Virginia Green program,  
see [www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx](http://www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx).



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